

NOVEMBER 2006

Facets

for women



Women's Story (County)

Women share their views on
life in the political arena

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notes from the newsroom

BY HEIDI MARTTILA-LOSURE



When you got
up this morn-
ing, did you
look in the mirror and say,
"Gee, I could be
President!"?

If you are a woman,
chances are the answer is
no. Women have a hard time seeing themselves
as qualified to run for office, according to
research from the Center for American Women
and Politics, while men who have the same
qualifications are much more likely to consider
the possibility.

And of the men and women who end up
running, the men are much more likely to have
put themselves forward as candidates, while
the women running have been asked to do so.

With all that in mind, consider this issue of
Facets your formal invitation: Have you consid-
ered running for office?

You are definitely needed. While women
make up 51 percent of the U.S. population and
53 percent of registered voters, women make up
just 23 percent of state legislative seats, 14 per-
cent of the seats in the U.S. Senate and 15 per-
cent of the seats in the U.S. House of
Representatives.

This imbalance means that many of the
issues that women hold dear (which are often
related to their role as caregivers, such as
health care and education) are not as high on
the priority lists of the decision-makers in gov-
ernment. Not that men in office don't care
about these issues; it's just that their life expe-
riences haven't led them to consider them as
priorities.

Keep this need in mind as you read what
local elected women have to say about their
jobs and their lives. While they are to be
admired for the taking on the challenge to be
leaders, they are, as Story County Supervisor
Jane Halliburton reminds us, "all still just peo-
ple." Just like you.

— Heidi Marttila-Losure, editor

WELCOME TO Facets

Facet > 1. One of the flat surfaces cut on a gemstone.

2. The particular angle from which something is considered.

FACETS IS A SUPPLEMENT TO THE TRIBUNE

contributors

EDITOR

Heidi Marttila-Losure

FACETS PAGE DESIGN

Linda Oppedal

GRAPHIC DESIGNERS

Katie Hamre

Kevin Smith

Christine Huebschman

ADVERTISING SALES

Call Chancey Montang at
292-0116 for sales
information

COVER PHOTO

Nirmalendu Majumdar

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Correction:

A phone number in the October issue of Facets was incorrect. To find out about barn dances held at Living History Farms the first Saturday of the month from May through October, call (515)325-6349



Hundreds of people attended the Scandinavian Coffee at Bethesda Lutheran Church on Oct. 13, including, below, Jill Guffy of Ames and Alice Guffy of California. The gift shop, left, was a popular place to stop. Hundreds of women work together to put on the annual event.



by HEIDI MARTTILA-LOSURE

FACETS calendar

A set of five Dalecarlian horses, also called Swedish Good Luck Horses, were new at the Scandinavian Coffee this year.



by HEIDI MARTTILA-LOSURE

october

27 A 25th anniversary celebration for the Margaret Sloss Women's Center and a 105th birthday celebration for Margaret Sloss, 3 to 5 p.m. at the Sloss House at Iowa State University. Benches donated by Margaret's sorority, Alpha Delta Pi, will be dedicated; cake and refreshments will be served.

27 "Mentoring: The Fabric of Friendship" reception and quilt auction, 5:30 to 7 p.m., Bliss Cancer Center (at the Mary Greeley Medical Center). All proceeds will benefit GRIP mentoring programs of Youth & Shelter Services.

27&28 "Mentoring: The Fabric of Friendship" quilt exhibit, 9 a.m. to 9 p.m., Farwell T. Brown Auditorium in Ames Public Library.

29 A concert by Lyrica (Women's Choir), conducted by Kathleen Rodde, 3 p.m., at the Martha-Ellen Tye Recital Hall at Iowa State University.

30 Forum for the candidates for state legislature, sponsored by the Ames League of Women Voters, 7 to 9 p.m., Ames City Council Chambers.

If you have an event that would be of interest to Facets readers, please send it to hlosure@amestrib.com with "Facets Calendar" in the subject line.



Stacy Brothers (in purple), Mike Miller, Marla Miller (in blue), Laurie Hoifeldt (in red) and Steve Hoifeldt attended the ACTORS Masquerade Ball on Oct. 14.

november

7 Election Day: Remember to vote!

7 Mothers of Preschoolers monthly meeting, 7 to 9 p.m., Bridgeway Administrative Office, 1005 Top-O-Hollow Road, Ames. Enjoy an evening just for moms of preschoolers (children age birth through kindergarten).

12 A concert by Cantamus (Women's Choir), conducted by Kathleen Rodde, 2 p.m. at the Martha-Ellen Tye Recital Hall at Iowa State University.

16 League of Women Voters general meeting, 7:30 p.m., Northminster Presbyterian Church, 1416 20th St., Ames.

28 A lecture by Lynn Sherr, an award-winning investigative reporter for ABC News 20/20, 7:30 p.m., Sun Room, Memorial Union, Iowa State University.



Lisa Green tries on a bracelet as Nancy Long looks on at the Altrusa International social event Oct. 10 at the Stonebrooke clubhouse. The bracelet was made by butterfly jewelry creator Gail Hashemi-Toroghi, who presented a program to go with the theme "Spread Your Wings."

by HEIDI MARTTILA-LOSURE

december

2&3 Holiday Home Tour, sponsored by Altrusa International of Ames, 1 to 5 p.m. each day. Tickets are \$10 in advance, \$12 at the doors, and will benefit Ames Historical Society, Ames Public Library and Habitat for Humanity.

Several Altrusa International women were honored for their years of service to the organization at their gathering on Oct.

10: Betty Rozeboom, Genevieve Pyle, Mary Kay Abbott, Jean Hassebrock, Carole Jensen and Nancy Long. Altrusa International is a women's service organization in Ames; they welcome new members.



by HEIDI MARTTILA-LOSURE

leaders of the pack

BY DEBRA ATKINSON

How do you find someone to help you with your physical goals? How do you trust that they know what they need to know? Whether you want more energy or to be rid of the extra little muffin-top on your jeans, this list will help you interview potential exercise leaders — or size up your current one!

Is this exercise leader ... Certified or certifiable?

Ideally, an exercise leader should be certified by a nationally recognized organization or a recognized equivalent. A person with a degree in exercise physiology has a qualified background in anatomy, exercise physiology, injury prevention, first aid, CPR, and monitoring of exercise intensity. All of this adds up to a leader who will correct you when you are making those oh-so-common mistakes that waste time or send you down a path that won't lead to your goals. If your leader isn't providing helpful hints or downright bluntly pointing out your errors, keep looking.

A member of professional fitness organizations?

Continuing education in the fitness industry is a must as consumers demand new and different forms of exercise. Associations provide networking opportunities, conferences, and literature to do just that.



Nosy?

Does your fitness leader ask about your medical conditions and prior injuries? Following an extended absence or an illness, for instance, a professional would ask about any changes that will affect your exercise. Knowledge of your current medications and their effect on exercise is mandatory.

Aware that one size does not fit all?

Do you have modifications provided when an exercise is too difficult or not challenging enough? Does your leader tell you the purpose of each and every exercise? Can you link that to your overall goals? Does he or she demonstrate proper techniques?

Willing to explain intensity?

Do you understand how hard the exercise should feel? Do you know the meaning of fatigue? Do you know how a stretch should

feel in order for it to be effective? Do you know your heart rate goals in order to accomplish your other goals, be they performance, weight loss or health?

Interested more than interesting?

Ask any woman working with a trainer, and with few exceptions, you'll find that a trainer who connects well with a client and shows great interest in her and her life feeds into her well-being and health. Does your exercise leader want to know more about you or share more about herself?

Willing to explain the method to the madness?

Most fitness professionals have a plan for the order of the exercises or the class format that they can easily describe to you. Today's plan, tomorrow's, and the next day's all are related, not random. Make sure that you are aware of this as well.

Sure to require a health screening or release from a doctor?

A leader who insists that you play phone tag with your physician or physical therapist believes that it is in your best interest to have everyone playing on the same team. That is, they want to know where you stand with one professional and what limitations you might have before jumping in and allowing you any unnecessary risk.

Ready to admit to not having all the answers?

If your exercise leader isn't bashful or embarrassed to admit they don't know the answer to something or that it is outside of their professional scope of practice, trust them. No one has all the answers all the time. "I don't know but I will find out, or find out who does know, and get back to you" are words of a real leader.

A personality match?

It isn't a date, but it is a relationship. Make sure it is a good fit. There are more fitness professionals today than ever before. There is very likely one to fit your personality style; shop around. Does your trainer's energy level match yours? Does she know when to push you or when to let you off the hook because you push yourself too hard? A professional will change program design based on your goals and fitness level, but personality is not as likely to change to match yours.



Debra Atkinson is a senior lecturer in the Department of Health and Human Performance at Iowa State University and personal training director at Ames Racquet and Fitness Center.

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Help!...What wine do I pair with my Thanksgiving Turkey?

This is the most frequently asked questions for wine retailers in November.

The typical Thanksgiving meal is probably one of the most difficult meals to pair with any specific wine, not because of the turkey but because of all the accompaniments.

The wine that pairs beautifully with those marshmallow topped sweet potatoes might not like your next bite of sage dressing or the tangy cranberry sauce.

So...what to do? First of all relax. It's just a meal. Second, consider your guest's preference. If Aunt Bea likes White Zinfandel and brother Joe, the wine connoisseur, likes spicy zinfandel, why not offer both?

At our family Thanksgiving meals we open at least four bottles—both red and white, some sweet, some dry, some light, some complex and let the guests select. My favorite wine last Thanksgiving was a full-bodied California Cabernet Sauvignon probably because that's the type of wine I really enjoy, but I also really enjoyed the Riesling and the Gewurztraminer offered.

This Thanksgiving, relax and be adventurous. Try a few wines you've not tried before, for whites, it's nice to offer a wine with a touch of sweetness and acidity to balance the spice and richness of the meal, perhaps a lovely Alsacian Gewurztraminer or a semi-dry German Riesling. For reds, a crowd-pleasing French Beaujolais or lighter Cotes du Rhone are excellent choices. If you haven't tried a Spanish Tempranillo—this would be a perfect occasion.

Ultimately, if you have a wine YOU enjoy and a nice variety, you're sure please even just about everyone.

If you need help, be sure to ask your local wine specialist for assistance.



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BY NANCY LEWIS

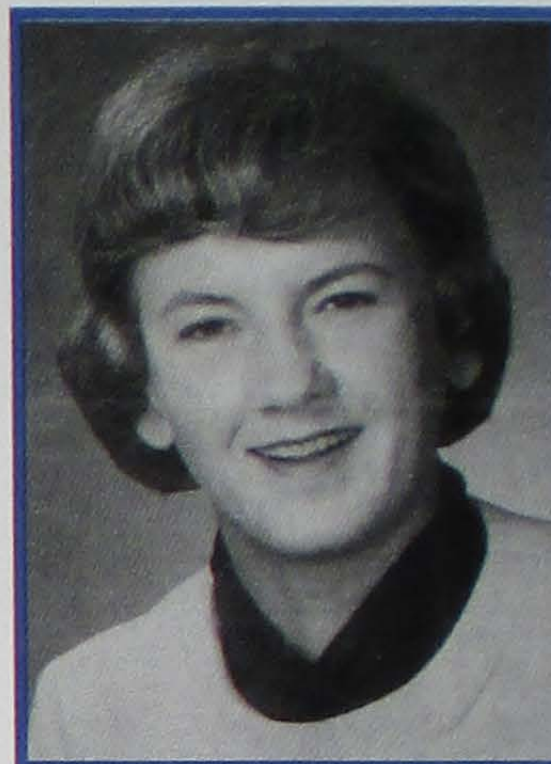
When I was a girl, there were not many women in positions of leadership. My best friend's mother was president of the local Women's Club, which in our community promoted cultural opportunities such as lectures and musical performances. Thanks to Anne's mother, I was able to see the Trapp Family Singers (later romanticized in "The Sound of Music"), and other famous people of that era. But most of the time Mary Wildman was a housewife just like my own mom. Leadership opportunities for women were pretty much restricted to social clubs and Ladies Aid Societies.

But during the time I've lived in Ames, I've had the chance to watch several women be of great service in prominent leadership roles.

DR. HELEN LEBARON



LEE FELLINGER



JOHNIE HAMMOND



MARY STERLING

Photos courtesy of THE AMES HISTORICAL SOCIETY AND ISU LIBRARY/SPECIAL COLLECTIONS DEPARTMENT

women

paving the way in ames

When we came to Ames in 1957, the most prominent woman leader in the community was **Dr. Helen LeBaron**, the dean of the College of Home Economics. I was very impressed — indeed, almost frightened — by this dignified lady, who seemed so different from any woman I had known. She was responsible for graduate and undergraduate home economics education, for a statewide

extension program, and for research. She was also the first woman to be elected to the Ames City Council, serving from 1966 to 1970.

She must have been very brave, and never more so than when in 1970, at the age of 60, she married Dr. James Hilton, who had been the 10th president of ISU (and for whom the Hilton Coliseum is named).

Those who knew her well said that she was devoted to him and took very good care of him during his last illness. He died in 1982, and she died in 1993. LeBaron Hall on the ISU campus is named for her.

Lee Fellingner represented the Second Ward on the Ames City Council from 1968 to 1972. Then she served as mayor for two terms, beginning in January 1976. During

this time the Ames Waste Recovery System was created, a project that was very advanced for its time and also very expensive. Lee worried about the cost, but said, "We're not wasting a lot of good land, filling it up with garbage."

During Lee's tenure as mayor, in the summer of 1977, Ames experienced a severe drought. Water was rationed, and everyone was asked to use as little as possible. People began talking about using the Hallett's Quarry area for recreation and as a source for water, if needed.

Lee Fellingner was interviewed by a Tribune reporter just after she was succeeded in the mayor's office by Paul Goodland. She was back to being a housewife and was trying to catch up on her chores. She compared being mayor of Ames to running a household, and said that handling the city's problems was "worse than raising a kid."

Mary Sterling was a well-known and much beloved teacher and principal in Ames. She was principal of what was then Central Junior High School (in the building now used for the Ames City Hall) when our

younger daughter was a student there. We all had a lot of respect and affection for Miss Sterling. It seemed that she was always looking out for students in need of support or encouragement.

After Central Junior High closed, Mary

Lee Fellingner compared being mayor of Ames to running a household, and said that handling the city's problems was "worse than raising a kid."

Sterling was principal of Kate Mitchell Elementary School and then associate principal at Ames High. She served on the boards of many Ames United Way agencies and was very active in church work.

Johnie Hammond was the first woman elected to the Story County Board of Supervisors and the first woman elected to represent Ames in the Iowa House of

Representatives, where she served for 12 years. Then she became the first woman to represent this area in the Iowa Senate, where she served for eight years more. She was active in working for better lives for women and children and helped pass the Equal Rights Amendment to the Iowa Constitution.

Johnie continues to be involved in local affairs and agencies. I talked with her at the Center for Creative Justice recently, and I can report that she is still very concerned about making things better for everyone.

Finally, I will just mention that **Beth Wessel-Kroeschell** grew up in our neighborhood and went to school with our children. It has been fun to watch her become one of the woman leaders of today.

I am so glad to have known these pioneer women leaders. But I am also glad that it is now much easier for women with leadership skills to be accepted and to use their talents.



Nancy Lewis lives in Ames and can be reached at 233-2874 or nswlewis@hotmail.com

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[FINANCE]

The Story Ladies Investment Club is celebrating its **10th anniversary** this fall.

BY DEB WITTE

In the fall of 1996, a group of 19 women interested in gaining knowledge about the stock market and finances, and who wanted to learn the ropes together, formed the Story Ladies Investment Club. The club celebrated its 10th anniversary this fall.

The club has had as many as 19 members, and 10 charter members still belong to the group. It meets once a month in Story City. Their investing is similar to dollar cost averaging in that they contribute a minimal amount each month. Members say that lacking the self-confidence to invest is one of the greatest barriers women face in the investing world, and that investing groups can help them overcome that.

"The investment club offers the opportunity to network with women who have a common interest in finances," said member Barbara Kenney. "I can explore a variety of investments in a nonthreatening, non-high-pressure setting."

Diane Granzow joined the club to have a greater understanding of how to analyze stocks for a portfolio and to better assess financial situations. She said she has gained more than a financial education.

"The friendships and the personal growth have been priceless," Granzow said.

Member Mary Ness agreed. She said the friendships she's gained with the unique personalities in the group are part of the club's appeal.

As one of the newest members of the club, LaVonne Gammon appreciates the patience of members as she learns more about investing. Being a member of the club has helped her understand the vocabulary for the stock market and investing. And she said she's learning and having fun at the same time.

Rhonda Ostrem, a teacher at Gilbert Community School, has gained practical information from the club. "SLIC has been a learning experience that I've used in my classroom," Ostrem said.

As SLIC celebrates their 10th year, they are researching new stocks to purchase.

Deb Witte is a member of the Story Ladies Investment Club.



First row: Gloria Sampson, Rhonda Ostrem, Barb Kenney, Connie Phillips Second row: Lavonne Gammon, Jan Stole, Diane Granzow, Rita Frette, Lori Ostrem, Debbie Witte, Mary Ness, Susan Amenson. Not pictured: Betsy Warburton.

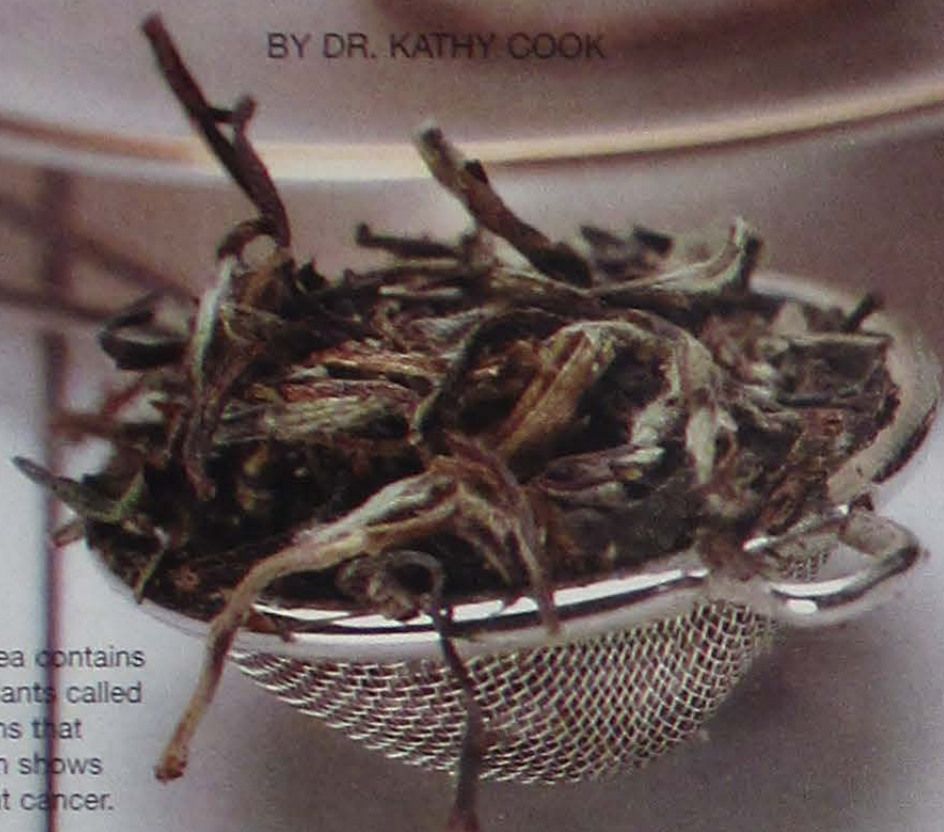
"I can explore
a variety of
investments in a
nonthreatening,
non-high-pressure
setting."

[SKIN CARE]

aging & antioxidants

WHAT'S THE HYPE?

BY DR. KATHY COOK



Green tea contains antioxidants called catechins that research shows can fight cancer.

What is an antioxidant, and why should you care?

Antioxidants protect our cells from damage by binding with free radicals. Free radicals are unstable molecules that can be formed from a variety of sources such as air pollution, sunlight, alcohol, cigarette smoke and stress. The unstable molecules lead to damaged DNA and cell membranes. Damaged DNA can lead to skin cancers, aging and illness.

Antioxidants are found in foods such as green tea, berries (such as blueberries and cranberries), grapes and apple peels, and in vegetables such as spinach, broccoli, and red peppers. Beta-carotene, lycopene, selenium, vitamins C and E and A are examples of antioxidants. Vitamin C, for example, helps prevent the breakdown of and increases production of collagen, which supports our blood vessels and provides structure to our skin and internal organs.

You may not get enough antioxidants in your diet. Topically applied antioxidants can supple-

ment dietary sources to improve skin function and protect against free radical damage. Properly formulated vitamin C can increase the level of vitamin C in the skin by up to 20 times the amount that can be absorbed by diet and oral supplements. Not all topical antioxidants are in stable forms that can be absorbed through the skin, however, and different skin types may do better with different products, so getting advice from your dermatologist can be invaluable. In our office we carry several brands of antioxidants for various skin types.

I recommend the addition of an antioxidant to your sunscreen regimen. Sunscreens block only about 50 percent of free oxygen radical production. Adding an antioxidant can further protect your skin, helping to prevent wrinkling and skin cancers.

Dr. Kathy Cook is the owner of Skin Solutions Dermatology at 500 Main St., Suite 113, in Ames and can be reached at 232-3006.



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Pediatricians urge harried parents to give kids more free playtime



Kayne, Connor and Carson Montang of Ames enjoy free playtime in the pumpkin patch.

BY LINDSAY TANNER
Associated Press

Here's some soothing medicine for stressed-out parents and overscheduled kids: The American Academy of Pediatrics says what children really need for healthy development is more good, old-fashioned playtime.

Many parents load their children's schedules with get-smart videos, enrichment activities and lots of classes in a drive to help them excel. The efforts often begin as early as infancy.

Spontaneous, free play — whether it's chasing butterflies, playing with "true toys" like blocks and dolls, or just romping on the floor with mom and dad — often is sacrificed in the shuffle, a new

academy report says.

Numerous studies have shown that unstructured play has many benefits. It can help children become creative, discover their own passions, develop problem-solving skills, relate to others and adjust to school settings, the academy report says.

"Perhaps above all, play is a simple joy that is a cherished part of childhood," says the report, prepared by two academy committees for release Monday at the group's annual meeting in Atlanta.

A lack of spontaneous playtime can create stress for children and parents alike. If it occurs because young children are plopped in front of get-

smart videos or older children lose school recess time, it can increase risks for obesity. It may even contribute to depression for many children, the report says.

Social pressures and marketing pitches about creating "super children" contribute to a lack of playtime for many families. But so does living in low-income, violence-prone neighborhoods where safe places to play are scarce, the report says.

It says enrichment tools and organized activities can be beneficial but should not be viewed as a requirement for creating successful children. Above all, they must be balanced with plenty of free playtime, the report says.

"In the current environment where so many parents feel pressure to be super parents, I believe this message is an important one," said Dr. Kenneth Ginsburg, the report's lead author and a pediatrician at The Children's Hospital of Philadelphia.

Noted pediatrician and author Dr. T. Berry Brazelton praised the academy's report.

"I hope it will have some effect," Brazelton said.

Children overscheduled with structured activities "are missing the chance they have to dream, to fantasize, to make their own world work the way they want it. That to me is a very important part of childhood," Brazelton said.

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Women's Story (County)

Six women share their views on life in the political arena

BY HEIDI MARTTILA-LOSURE



photos by ANDREW RULLESTAD

Jane Halliburton talks about how cell phones have changed the expectations for elected officials as, clockwise from left, Connie Toresdahl, Dianne Bystrom, Linda Livingston and Lisa Heddens listen.

Participants:

JANE HALLIBURTON

Candidate for and currently serving on the Story County Board of Supervisors

LISA HEDDENS

Candidate for and currently serving as State Representative for District 46

CONNIE TORESDAHL

Candidate for Story County treasurer

BETH WESSEL-KROESCHELL

Candidate for and currently serving as State Representative for District 45

LINDA LIVINGSTON

Candidate for Senate District 23

DIANNE BYSTROM

Director of the Carrie Chapman Catt Center for Women and Politics

Facets moderators: Danielle Duggan and Heidi Marttila-Losure

There's something you need to know about Iowa: It's not as progressive on women's issues as you might think it is.

In fact, on one measure, we're tied for last with Mississippi — Iowa and Mississippi are the only two states that have neither elected a woman as governor nor elected a woman to Congress (though there are several other states that only have done one or the other).

"In Iowa we like to think of ourselves as more progressive than Mississippi," said Dianne Bystrom, the director of the Carrie Chapman Catt Center for Women and Politics at Iowa State University. "But Iowa's record on electing women is slightly below average at best."

But Story County doesn't fit that description, especially when looking at the possible outcome from the current races for state Legislature. Four women are in the running for Story County's five seats. In a Legislature that currently has 30 percent women, Story County's representation could be 80 percent female.

Women have filled many other prominent roles in Story County as well, from city council members to mayors to supervisors.

In recognition of this wealth of wisdom, Facets invited a number of these leaders to a forum in early October, when the countdown clock to the Nov. 7 general election really began to speed up. Six women were able to squeeze in an hour to talk about women in politics — their priorities, how they balance their lives, and how everyday events like going to the grocery store have changed since they've moved into the public eye.

Are you ready to run?

If your interest in the political process has been piqued lately and you think you might like to get involved, mark your calendars for June 2, when the Carrie Chapman Catt Center for Women and Politics at Iowa State University will sponsor a seminar titled "Ready to Run" at the Scheman Building.

The one-day, bi-partisan campaign training program is designed to empower women to participate more fully in government and specifically to encourage women to run for office.

The Ames League of Women Voters will co-sponsor the event. A fee will be charged, but scholarships are also available.

For more information, call 294-3181 or e-mail cattcntr@iastate.edu.

SET IN STORY COUNTY

Facets: Is Story County a good place to be a woman in politics?

Beth Wessel-Kroeschell: I think it's a great place for women to be in politics. We have a long tradition of women serving, with (women like) Jane (Halliburton), and Johnie (Hammond) making a huge impact and being great mentors for new women coming in.

Jane Halliburton: Story County is an outstanding place for women in politics. Ruth and Tom Harkin used to be in our neighborhood. Ruth, of course, was county attorney. One of the things that I always remembered was that Ruth was actually elected to public office before Tom ran for his first House seat. We used to talk about that because at our house it was just the other way around. My husband was elected to the Mary Greeley Medical Center board of trustees before I went into public elected office.

We also have an outstanding history in local elected office. I really feel strongly that this is a great atmosphere for women in local positions to really begin to get involved in a day-to-day way.

One person that I always think of is Ruth Hamilton. Ruth Hamilton was the president of the Ames Community School District board of directors. And I remember how I would watch as she ran meetings and got people involved in the discussion. She is the moth-

er of Ann Campbell, our current mayor.

We've had a strong history of city council members, women who have just provided outstanding leadership. Many of the things we're doing today, like the resource recovery plant, Cy-Ride, Homeward — many of these initiatives began when we had strong women in positions of leadership locally.

WOMEN'S PERSPECTIVES

Facets: Women have different views and different perspectives than men. What do you think about the women's perspective in elective office?

Lisa Heddens: We have some similar viewpoints and some very differing. In my first term in the Legislature, I was appointed to a subcommittee on a bill that dealt with the date rape drug. I told the chairman of that committee, "I need to sit on that subcommittee." You can't have all men making these decisions when the primary people affected by rape are women — they're the victims. So we do bring different perspective to the table.

Linda Livingston: Do you feel like other women that are up there (in the Legislature) work together to find common ground and go from there, or do men do that as well?

Beth Wessel-Kroeschell: Men are very top down traditionally —

that's a generalization; when we talk in these terms, there are a lot of generalizations. But in general terms, men are kind of top down; they want to make the decisions, and it's not as much consensus building. Women, I do think, work more at consensus building.

When Jane was talking about some of the local issues that women have spearheaded, it's very interesting. They are things that men might not think about. Homeward is about health care in the home, and women have probably been the primary providers of that kind of care. And so we come from a different perspective, and I think that's important to have that represented.

Dianne Bystrom: I do a lot of research on women in politics. All the research on women in Congress and women in state legislatures shows that women do come to elected office with a different set of priorities and a different set of experiences than men, regardless of political party.

For example, in the Congress that convened after 1992 election, when there got to be enough women that the Family Medical Leave Act came out of committee. Women worked together on breast cancer research. Women worked together on health care. They had

different experiences, different priorities.

When women in Congress were interviewed, they said they had four things in common.

One was life experience of being a nurturer or a caregiver.

Another thing was that they tended to have at some point in their life been subject to some sort of discrimination — there had been something in their life where they felt like because they were a woman, they were not treated the same.

As Beth talked about, they have a different management style. They're much more collaborative. And that has helped women from both political parties work together.

And then the other thing they talked about is what it is appearance-wise to be a woman. One Republican senator said, "I had to put on pantyhose and high heels every day." Just that kind of experience of being a woman was a bonding experience.

THE JUGGLING ACT

Facets: How do you balance everything on your crazy schedules?

Lisa Heddens: You just put your priorities in perspective. One thing I do is that I generally don't do campaigning on Sunday. That's



Dianne Bystrom and Linda Livingston take in Beth Wessel-Kroeschell's comments on consensus building at the statehouse

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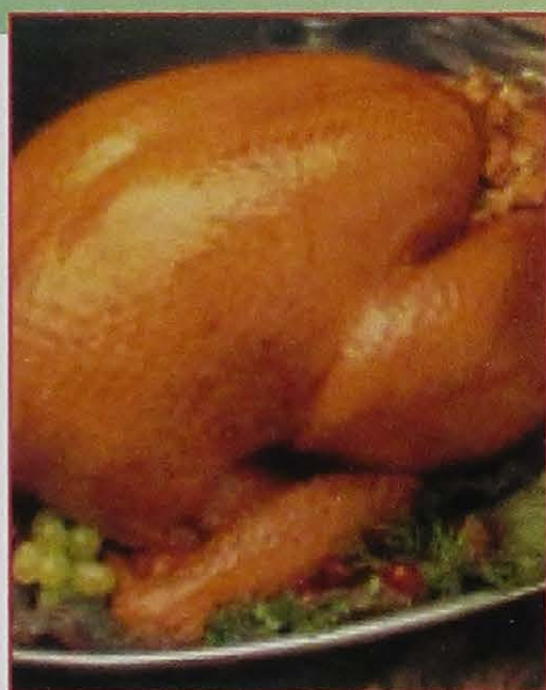
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12 inch 16 inch 18 inch

my day with my family.

You continue to do activities with your children and family — I work concessions tonight at the football game up in Gilbert because as parents we take turns doing that, and it's my turn.

At our house we live by the calendar. If it's not on the calendar it might get forgotten. That's an absolute must.

My focus is my family, and everything else seems to fall into place.

Jane Halliburton: I marvel at how you two (Lisa and Beth) manage it because of the age of your children. I can remember very well those schedules, when you've got soccer practice and band practice, and you have to go to all of those things because you want to go to all those things.

Now our children are grown and they're gone. It gets a little bit easier because you don't have all the myriad of activities. But the other side is then you don't have those other people to bounce things off of, to talk with. I miss that. I have to do that now by phone. That works great in terms of conversations. It doesn't work

well in terms of putting up signs.

Connie Toresdahl: I'm Connie Toresdahl, and I'm so sorry I'm late. This morning my dog ran away. What do you do? You can't just let her go!

She is my child, and she is now in her pen.

I was thinking on the way here, no matter what, expect the unexpected. Because it'll happen. Why be upset? Everything falls into place.

The support from my husband is fantastic, from my mom is fantastic. I can honestly say without those two I couldn't do this. It would be too much pressure.

Monday night we had the candidate forum, and I was so disappointed that Gilbert changed their coronation to Monday night. My niece was on the court; she got homecoming queen. And I had to miss it because I was in Nevada. And that devastates me. But you have to balance. I called and said, "I wish you luck."

You just do it. I think when it's all over I'm gonna say, how did I do it? But it's been a wonderful experience.

What makes a difference in getting women elected to office?

Researchers have found a number of factors that seem to make a difference in whether a state elects women to office, according to the Carrie Chapman Catt Center's Dianne Bystrom:

Strength of political parties. This can work both ways: States with strong political parties can act as gatekeepers to keep women out of politics, but strong political parties in other states actively recruit women.

Religious makeup of the state. The more religiously conservative a state is, the less likely it is to elect women.

The rural-urban balance of the state. Urban areas are more likely to elect women.

The age of the population. "An older population could have different feelings about the role of women in politics," Dianne Bystrom said.

Bystrom also has noticed anecdotally that communities in which a university exerts a lot of influence tend to elect more women, which could well be one factor affecting the number of women elected in Story County.

Facets: Linda, how do you balance?

Linda Livingston: I try to take Sunday off. I'm thinking that in this last month it may not happen. I try to spend Saturday night with my kids if I can, just hanging out, going to a movie. The support from my husband is absolutely fantastic. I also have been relying a lot more on the dry cleaner.

Beth Wessel-Kroeschell: My parents still live here and are very active in helping me raise my children. And my husband's from Chicago, and his parents just retired and moved here. So I have twice the support now.

It is difficult. I tend to try to spend time with my kids early in the morning and right after school. I'm either their taxi driver or their homework assistant or listening to what happened in school today. That's the important time for us.

I live in such a neat neighborhood too. I can't tell you how many times my son has gotten off the bus and I haven't been there, I'm two or three minutes late, and somebody always takes him home, calls me on my cell phone.

Jane Halliburton: That's a really interesting point. When I got started in this business we didn't have cell phones. I think that the instant communication that we are experiencing today has pluses and minuses. It has really intensified that pressure that everyone needs to be available at any time and any place.

How can you communicate with people that you are available, that you are wanting to talk and willing to talk, but standing by the produce aisle may not be the best time? Or with ice cream dripping in the cart!

Lisa Heddens: Since you've brought up the grocery store,

that's one thing that I've noticed is that I feel that I can't go to the grocery store in just my sweat pants. I feel like my appearance needs to be at a particular level because you don't know who's going to stop you or who you're going to run into.

Facets: Do you think that's different for women than for men?

Lisa Heddens: I do. Absolutely. Women not only are looked at on their comments that they make in the paper but they're critiqued on their appearance as well. There's a standard that we feel we need to meet.

Linda Livingston: First ladies always get critiqued on their appearance, which doesn't seem fair. You don't usually hear that about the men.

Jane Halliburton: That is a challenge. Somehow I feel that there is

more pressure on women than on men, but not being a man I can't say that for sure.

More and more people recognize who we are, because we are in the news we are in the public we are making statements. So when you go to the grocery store there are going to be a lot more people who know who they are than who know who we are. Then the longer you are in public life the worse that gets because you meet more and more people. I can't put names and faces together ...

Connie Toresdahl: Thank goodness you said that!

Jane Halliburton: You just smile and say hello, and (the name) may come a minute or two into the conversation, or there are times when it doesn't come at all. I'm also finding that it's not just me. That's a very common thing.

We're all still just people. The

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women in the running

In the five races to represent Story County in the state legislature, four have female candidates. (The District 5 Senate race, between Republican James Kurtenbach and Democrat Rich Olive, is the only one not so blessed.)

Facets isn't issuing any endorsements and doesn't advocate voting for anyone simply because of his or her gender. On the other hand, when women have been historically and are currently underrepresented in the legislature, it wouldn't hurt to give the women on the ballot a second look. Here are the women's responses to this question: **If the four of you are elected, and recognizing you come from different parties, what issues could you work together on?**



LINDA LIVINGSTON

Republican candidate for Senate District 23; running against incumbent Sen. Herman Quirmbach, Democrat

I believe that issues of the welfare of children such as education and protecting and providing for children are all things which are important to myself and the other candidates. When I think of the other women candidates I have nothing but respect and admiration for them and their dedi-

cation to serving our county. We all want to see our county have excellent education, thriving communities with full employment and no poverty, where those who need care can readily get it. We all want these things — we just have different ideas of how to get there. I am willing to listen and work hard with men and women of both parties to serve Story County as well as Boone to the very best of my abilities.



LISA HEDDENS

Democratic candidate for and currently serving as State Representative for District 46; running against Republican John E. Griswold and Libertarian Eric Cooper

Women understand not only the so-called "women's issues"

but also about budgeting, taxation, education, public safety and health care. Women and men, today, work together on many issues. We often agree on the problems but must reach compromises on finding solutions.



SUSAN RADKE

Democratic candidate for House District 10; running against Republican Dave Deyoe in an open race

Our responsibility is to articulate and promote policies in the public interest. We all agree that Iowa needs a strong educational system, from preschool to graduate school. This means fully funding the needs of our public education

institutions, restoring work-study programs, and limiting tuition increases. We all agree that we need good paying jobs to keep our young people in Iowa. We also agree on the need for affordable health care and solving the problems small businesses face in providing insurance for their employees. We agree on many issues and by working together, we can also agree on solutions.



BETH WESSEL-KROESCHELL

Democratic candidate for and currently serving as state representative for District 45; unopposed

I am looking for candidates who will make an investment in our youth by providing quality public education. I support candidates who will work to protect our environment for current and future generations. I support candidates who

will make every effort to take care of those who are not able to care for themselves. I support candidates who will fight for civil rights including anti-bullying legislation. I support candidates for the state legislature who will vote to raise the minimum wage and work on other issues that support Iowa's working families. I am happy to work with all members of the legislature on any issue.

kinds of things we're experiencing the majority of the time are the things that everyone around us is experiencing.

DRESSING THE PART

Dianne Bystrom: One thing that we've seen in political advertising is that women do dress much more formally than men. It seems to be a gender stereotype about women that they have to dress the part. Men these days are hardly ever in a suit — they have their shirt sleeves rolled up or one of those plaid lumberjack shirts on. They're looking very informal.

And about the media: While it's

true that media treated men and women differently until about 2000, it's really gotten a lot better for women. It used to be a stereotype that they concentrated much more on women's dress but covered men's issues. Since 2000, there's been much more equity on the coverage of women. The good news for women is that media coverage really is getting a lot better.

GETTING PEOPLE INVOLVED

Jane Halliburton: We need to nurture the idea that we need all kinds of people in all kinds of jobs. Having whatever we do be well-rounded is going to get us to a bet-

ter end result. We need to have more men in the nursing field, (for example). We tend to get so focused, and we tend to departmentalize things; I think we can be much stronger if we have a stronger base and more widespread involvement.

Beth Wessel-Kroeschell: One of the obstacles in the Legislature is that it has to happen in Des Moines, and we are elected from all over the state. Younger women serving in the legislature who are just starting families have the biggest obstacles there. Lisa and I don't have babies anymore, but we have

children that need us, so we come home every night, or almost every night. You'll notice that the female legislators who have young children, they all can get back and forth every day. I think that is a huge obstacle we are still seeing for women.

Jane Halliburton: I think those dynamics, you're right on target, but we don't always have to do everything at a prescribed age or stage in our life. We can find ways to get people involved.

The forum has been edited for length and clarity.

A gender GAP

in the voting booth

BY MADELEINE ROTHMAYER

No one can predict whom you will vote for on Nov. 7, of course. But researchers have learned a lot about voting trends from voters' responses to polls as they leave the voting booth, and they can identify some general trends about the way women vote:

MORE DONKEYS THAN ELEPHANTS

Women are more likely to vote for Democratic candidates and to consider themselves Democrats, while men are more likely to vote Republican and identify themselves as Republicans (though, of course, individuals in the groups vary). A look at the gender gap, which tabulates the difference between women and men in voting choice, party identification and policy preferences shows this: In 1992, the gender gap was 11 points (the percentage of women voting for the Democratic candidate, Bill Clinton, minus the percentage of men voting for him). In 2004, the gender gap was 7 points (the percentage of men voting for George Bush, minus the percentage of women voting for him).

THE PERSPECTIVE OF THE CAREGIVERS

These variations may be affected by the economic, social and ideological differences that are often influenced by gender, according to Diane Bystrom, director of the Carrie Chapman Catt Center for Women and Politics at Iowa State University. As

women make political progress and achieve gains in the business world, they see themselves as more independent, and are more willing to vote differently from men. Conversely, women still fill the role of caregiver to children and the elderly more often than men. "Women's role as caregivers may lead them to be more sympathetic toward those in need, more concerned about the safety and security of others, and to put greater emphasis than men on issues such as education and health care."

POCKETBOOK DECISIONS

As well as supporting social programs for others in need, many women find themselves in greater need of social assistance than men. "On average, women are poorer than men, and are more dependent on government social services and more vulnerable to cuts in these services," Bystrom explains. "Economic self-interest as well as concern for the economic situations others are facing would lead women to vote for candidates who do not advocate cuts in government services."

Be in the know at the polls

Whether you lean toward Democratic or Republican ideologies, finding reliable sources of information is vital. The following sources will help you keep up to date on the upcoming elections and help you make informed voting decisions.

Who's in office now?

The League of Women Voters, a nonpartisan group committed to citizen advocacy and voter education, publishes a complete list of elected public officials currently serving the Ames area, including city, state and federal listings. You can find the PDF version at:

http://ames.ia.lwvnet.org/files/political_directory_revision_january_2006.pdf

Who's in the running?

The State of Iowa website is an excellent source of voter information. For a complete listing of the candidates running for state offices on Nov. 7, 2006, go to:

<http://www.sos.state.ia.us/pdfs/staff/2006%20General%20Election%20Candidate%20list.pdf>

How do I know what they stand for?

Project Vote Smart provides nonpartisan information about candidates, officials and legislative issues: <http://www.vote-smart.org/index.htm>

What do I need to know before I vote?

For a copy of the Iowa Voter Guide, including information on voter registration procedures and deadlines, absentee ballots, accessibility, and contacting election officials go to:

<http://www.sos.state.ia.us/pdfs/IowaVoterGuide.pdf>

For more information concerning voting and the upcoming elections, visit the website of the Iowa Secretary of State, Chet Culver:

<http://www.sos.state.ia.us/index.html>

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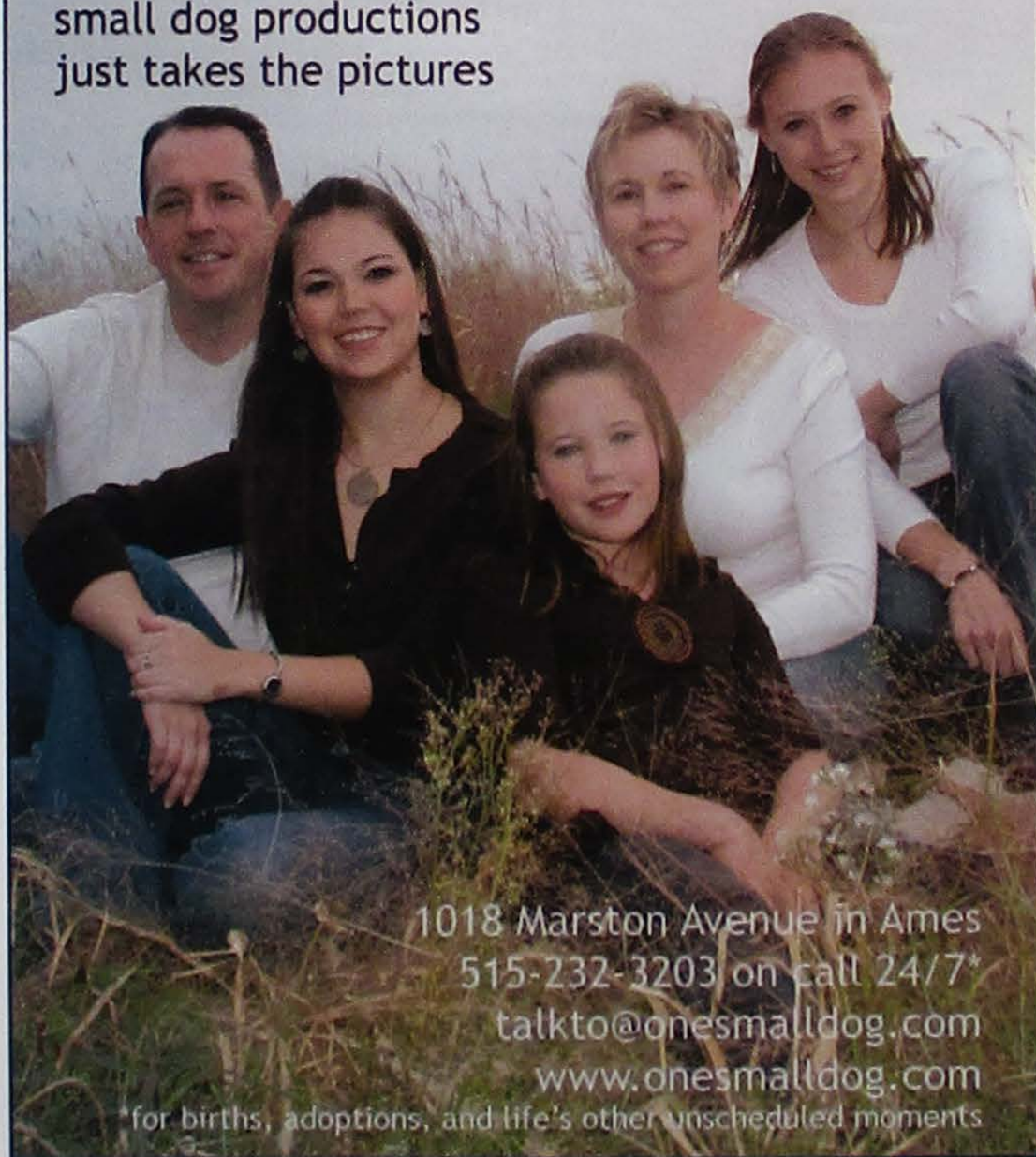


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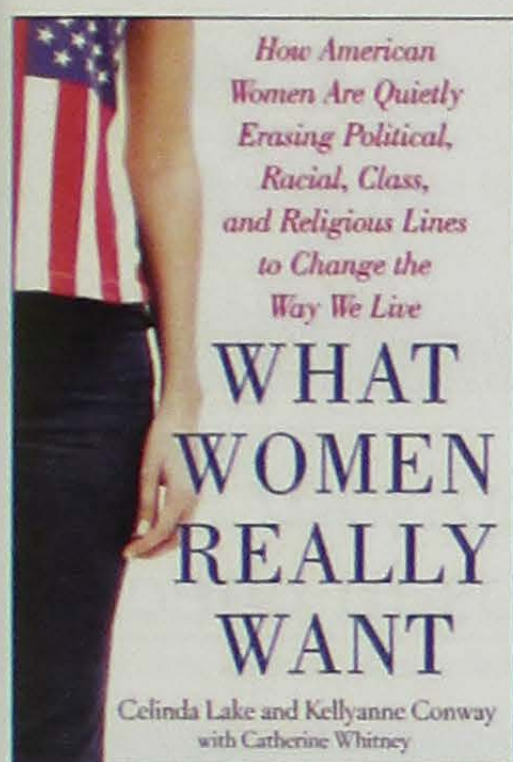
[BOOK NOTES]

The **power** of women

BY MARISA MYHRE

Leaders or otherwise, women are recognizing their power and creating change in our society, and these two books highlight how that is happening.

For those reveling in the election and intensely interested in women in leadership positions, political or otherwise, the first book is for you. If you are more interested in the broader social system and the less obvious ways women affect society, try the second book.



WOMEN ON POWER: Leadership Redefined

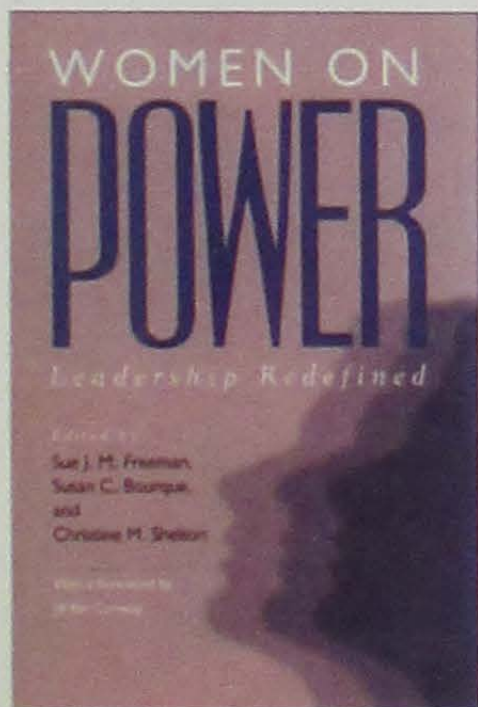
Edited by Sue M. Freeman, Susan C. Bourque and Christine M. Shelton; 2001

The various essays in this book cover the many ways women taking leadership positions in areas such as politics, sports and the business world.

An essay on women in business leadership examines the stereotypes of women and business leaders and the way the two don't mesh. At the same time, it gives examples of times when men say they would prefer having a woman as a leader. Women are entering the work force with skills and confidence they have never had before, the essayist writes, giving them a better advantage today.

Another essay focuses on the psychological profile most women carry and how that limits their ability to get into leadership areas, while a third looks at the factors that limit women's political leadership, such as housework and the expectations held for women. Women's groups in Israel and Czechoslovakia and the way they used their being women as power to effect change are described, as is the efforts of a single woman to champion her cause.

The benefit of having several essays is that you can bypass what you're not interested and focus on what you are. There's something for everyone interested in women in leadership in this book.



"WHAT WOMEN REALLY WANT: How American Women are Quietly Erasing Political, Racial, Class, and Religious Lines to Change the Way We Live"

By Celinda Lake and Kellyanne Conway, with Catherine Whitney; 2005

The second book is less about how women can seek power or change the face of politics, but how they already have.

The book is a collaboration by two very different women: Celinda Lake is a liberal, unmarried woman; Kellyanne Conway is a conservative mother of twins. Beyond the boundaries of their political persuasions, they say that women are increasingly trendsetters as they are the norm in this country, and that trends are starting to show it. They found women on

both sides of the party lines may not always agree on the best way to get there, but the desired end result is most often the same.

They assert that women are coming closer together. As the age of motherhood gets older the age gap is disappearing. More women are starting their own businesses, and the Internet helps. Soon schools serving the fields of law, dentistry and animal health will have a majority of women. Each chapter ends with expectations for the next 10 years, and the outlook seems to be good.

The book shows that women are making strides, whether they are done by one sweeping movement, by a few individuals, or by a changing society that allows women into leadership roles.



Marisa Myhre lives and works in Ames. She can be reached at 233-3610 or marisamyhre@hotmail.com.



little gems

Facets introduces a new feature this month. Read on to take in some brilliant bits of advice for the month of November.

Get savvy with sweaters



With the change in the weather comes a changing of our wardrobes. During the colder months, we naturally love to wrap ourselves in comfortable, toasty layers. Lucky for us what's warm is also what's hot. Here are some things to consider when you trade that tank top for a cozy cardigan:

- Don't be afraid to pile on your favorite pieces — you won't seem sloppy if you get the proportions right. Chunky knit tops over sleek pencil skirts, or tunics worn long over leggings blend comfort and couture.
- Sumptuous cardigans topping day dresses keep down the wind chill factor. For that easy extra layer, choose go-with-everything neutrals like ivory, gray and black. Look for classic choices like solid turtlenecks or V-necks to wear underneath.
- Natural fibers are a top choice for sweaters: wool, cashmere or cotton. They breathe better and are great for layering.

Allyson Walter is owner of The Savvy Shopper, Inc.
www.thesavvyshopperinc.com.

Is your home ready for you?

It's time to think ahead: Where do you want to spend your days when you are no longer quite as nimble as you are now? Or do you have a parent or older family member who needs to be asking that question?

Most people would like to be able to live in their own homes as long as possible, but those homes need to be able to facilitate that. Here's a home preparation checklist for those who want to "age in place":

- Eating, bathing and sleeping should all be on one level.
- There should be at least one no-step entrance.
- Doorways should be wide — at least 32 inches, but 36 is better.
- Hallways and other paths should be at least 36 inches wide as well.
- A five-foot circle of free space should be available in the bathroom for maneuvering.

— Linda Glantz Ward offers Sorting for Seniors, a service designed to assist families. She can be reached at lgw@isunet.net.



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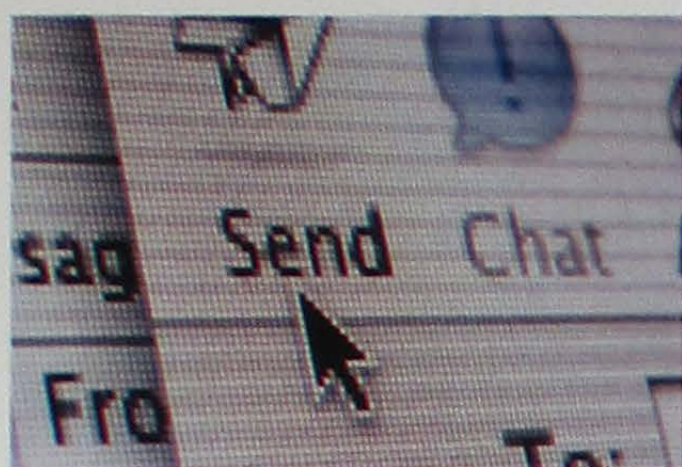
Keep your carbs in check

Did you know that shorter days can mean an increased craving for carbohydrates? Sunlight increases levels of serotonin, a "feel-good" hormone, and when days are shorter, the body tries to compensate by finding serotonin through diet.

But just because you're craving carbs doesn't mean you can put your hand in the cookie jar guilt-free. The Dietary Reference Intakes recommend a minimum intake of 130 grams of carbohydrate daily; most people consume 200 to 500 grams daily. It is important to get enough, but not too much carbohydrate, which can lead to weight gain. ISU Extension offers a tool that can help monitor daily carbohydrate intake. So whether you are concerned you are getting too little or too much, this tool can help. Pop the "Carb-o-meter" CD into your computer, click on the food items that represent your daily intake, and see if your carb consumption is at a healthy level. The CD costs \$5 and can be ordered at www.extension.iastate.edu/healthnutrition/carbometer.htm.

Rein in your e-mail addiction

Sure, e-mail lets you communicate a lot more quickly. But time saved can easily turn into time wasted if you're checking your e-mail every five minutes. Here are some ways to keep your e-mailing from becoming your soul occupation in life:



1. **Designate a time for checking and replying to messages**, perhaps once in the morning and once in the afternoon. One of the greatest benefits of e-mail is that you can write a note as you think of it, and the recipient can reply at his or her convenience. Replies to the vast majority of messages can wait a few hours, if not a few days, so you can get some actual work done.
2. **Check off the easy items first.** If a message requires a one-sentence reply, answer it right away, then delete it or file it.
3. **Don't think too hard about it.** Shorter replies work better for everybody; just answer the e-mail. If an e-mail requires that you analyze every word for possible misinterpretation, you probably shouldn't be using e-mail to address the topic. Pick up the phone, or better yet, stand up and go talk to somebody.

Do you have a little gem to share? If you'd like to offer your expertise to Facets readers, write to hlosure@amestrib.com or call 232-2161, Ext. 352.

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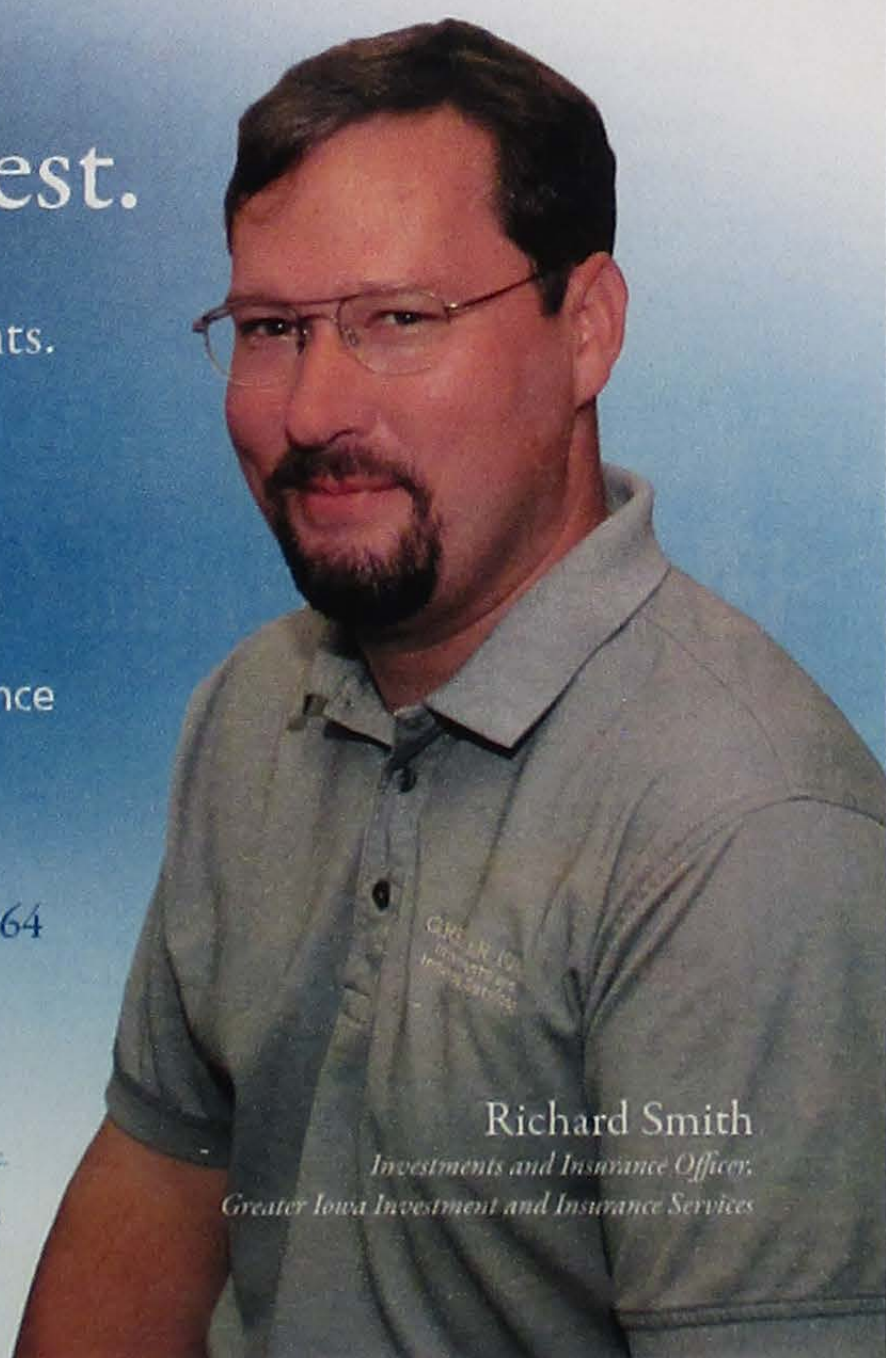
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Richard Smith
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If you serve up Bourbon and Chocolate Pecan Pie this year, cut small pieces. This dessert is rich.

By HEIDI MARTTILA-LOSURE

just say “no (thank you)” to pumpkin pie



BY MADELEINE ROTHMAYER

I may be branded an iconoclast, but I have never been that fond of the dessert that has come to symbolize home and hearth for so many at holiday-time: pumpkin pie. (To tell the truth, I'm not all that wild about apple pie, either.)

Now, if you are a pie devotee, you probably already have a pumpkin or apple pie recipe you swear by, and your holiday dessert plans are made. But if you are looking for a little novelty in holidaytime desserts, try one of the decadent recipes below. Here's to breaking tradition in a delicious way!

Sweet Potato Pecan Bread Pudding

Based on a recipe from Tommy Child, Executive Chef at Lancaster Hotel, found at:
<http://www.gardenguides.com/recipes/sweetpotatopecanbreadpudding.htm>

2 cups cooked, diced sweet potatoes
 (about 2 medium sweet potatoes)
 2 eggs plus 3 egg yolks
 1/2 cup granulated sugar
 1/3 cup brown sugar
 3/4 teaspoon salt
 1 cups milk
 1 cups whipping cream
 1/2 teaspoon ground cinnamon
 1/2 teaspoon ground ginger
 1/2 cup pecan pieces
 1/4 cup butter, melted
 4 cups crusty French or European
 bread, cut into 2-inch cubes
 optional: 1/2 cup raisins or
 dried cranberries

Preheat oven to 350 degrees F. Pierce sweet potatoes with a small knife or fork. Microwave sweet potatoes on high for about 6 minutes per pound. Do not overcook — potatoes should be tender but not mushy. When cool enough to handle, peel potatoes. Dice into 1/2- to 1-inch pieces. You should have about 2 cups diced sweet potatoes. Reserve 1 cup and mash the remaining cup of the sweet potatoes.

In a large bowl, combine mashed sweet potatoes, eggs, egg yolks, sugars, salt, milk, cream, cinnamon, ginger and pecan pieces. Add bread cubes and allow bread to soak in mixture for a few minutes. Gently fold in the reserved cubed sweet potatoes (and raisins or dried cranberries, if used).

Pour into a buttered 9-inch by 9-inch baking pan. Cover with foil. Set a larger pan on the middle rack of oven; place the baking pan in it and fill with enough hot water to come halfway up the sides of the smaller pan. Bake until pudding has set and a knife inserted in center comes out clean (45-60 minutes). Remove foil and let top brown for 5 more minutes. Remove from water and cool to room temperature, or keep warm until ready to serve. Serve with a dollop of whipped cream.

Makes 6 servings.

Bourbon and Chocolate Pecan Pie

Recipe by Tyler Florence
http://www.foodnetwork.com/food/recipes/recipe/0,1977,FOOD_9936_22402,00.html

Pie Pastry:

1 cup all-purpose flour, plus more
 for dusting rolling surface
 1/4 cup finely ground pecans
 1 tablespoon sugar
 1/4 teaspoon salt
 1/2 cup unsalted butter, cold and cut
 into small pieces
 2 tablespoons ice water, plus more
 if needed

Filling:

1/4 cup unsalted butter
 2 ounces unsweetened chocolate
 3 large eggs
 1 cup sugar
 3/4 cup dark corn syrup
 1/2 teaspoon pure vanilla extract
 3 tablespoons bourbon (or 1/2 teaspoon
 rum flavoring)
 1/4 teaspoon salt
 1 1/2 cups pecan halves

Pastry:

Combine the flour, ground pecans, sugar, and salt in a large mixing bowl. Add the butter and mix with a pastry blender until the mixture resembles coarse crumbs. Pour in the ice water and mix gently until the dough holds together but is not crumbly or sticky, adding more ice water, 1 tablespoon at a time, to reach the right consistency. Wrap the dough in plastic wrap and refrigerate for 30 minutes.

Roll out the dough on a lightly floured surface into a 12-inch circle. Loosely roll the dough up onto the pin and unroll it to fit inside a 9-inch pie pan. Press the dough into the pan and trim the excess around the rim. Place the pan on a sturdy cookie sheet so it will be easy to move in and out of the oven.

Preheat the oven to 350 degrees F.

Filling:

Melt the butter and chocolate in a small saucepan over medium-low heat; remove from heat and let cool. Beat the eggs in a large mixing bowl and blend in the sugar. Stir in the syrup, vanilla, bourbon, salt and the melted butter mixture until well blended.

Arrange the pecans on the bottom of the pie crust and carefully pour the egg mixture over them. Bake until the filling is set and slightly puffed, about 45 minutes. When done, a knife inserted into the center should come out clean. Transfer the pie to a rack and cool completely before cutting.

november facets faces

THE WOMEN OF AMES LEAGUE OF WOMEN VOTERS



hue & cry

the problem with pink

BY HEIDI MARTTILA-LOSURE

In this season of Halloween, filled with frights such as ghosts, goblins and political TV commercials, the scariest thing I've come across lately is a book.

"Packaging Girlhood: Rescuing Our Daughters from Marketers' Schemes" by Sharon Lamb and Lyn Mikel Brown paints a frightening picture of the world girls have to navigate as they grow up today. From all sides, the authors argue, nearly from the time they are born, girls are being pushed into a mold: pretty in pink when they are babies; sparkly, pink princesses when they are little; pink and flirty when they are pre-teens; and hot pink and sexy when they are teenagers.

The problem isn't the color; it's the fact that pink seems to be the *only* color, and it's trying to get girls to conform to a marketer's idea of what a girl is supposed to be.

Pink carries with it a not-so-subtle message that girls are supposed to be appealing to others, especially boys, and that girls can buy things that help them live up to that image. From the toys they play with to the books they read to the movies they watch, girls are encouraged to dress up their dolls and dress up themselves, and perhaps cheer on the boys, who get to do the really fun stuff.

Look at cartoon characters, for example, Lamb and Brown write: "Girls are wearing the bows and barrettes, and boys are wearing the binoculars; ... girls are passengers, and boys are drivers; ... girls are batting long eyelashes, and boys are batting baseballs."

While boys are encouraged to *do* something, girls are encouraged to *look* like something. Take a walk through the children's department store and compare for yourself. While boys clothes are looser and designed for play, girls clothes are more likely to be designed for appearances — tighter, hip-hugging, flair-legged jeans, for example — that wouldn't let a girl do much but watch on the playground.

Fashions that years ago would have been

targeted only at teenagers, like faux black leather jackets with zippers and leather lacing up the sides, are now aimed at children as young as 4. Marketers even have a term for it: "KAGOY" (kids are getting older younger). There's even Victoria's Secret-like underwear with sayings like "cute angel" down to a size four. This is not just a fashion issue, the authors argue: "In the real world where child pornography on the Internet is a problem, there is something disturbing about little girls in leather, chains and lace."

Halloween costumes also show a gender imbalance. While boys costumes tend to be powerful (Superman, a ninja, a gladiator), girls costumes are pretty (princesses, fairies) or, sometimes even for young girls, sexy (devils and French maids).

In a society in which female leaders are badly needed to bring balance to the decisions made for the good of a country made up of 51 percent women, girls are encouraged to be cheerleaders instead of players in the game of life. They are told to put shopping and pleasing boys as their highest priorities.

I might have been a little dubious about this before I read the authors' research. I mean, girls like to play dress up, don't they? And what girl doesn't like to shop?

Well, girls do like to play dress up, but so do boys surveys have found. And some boys (at least those who aren't teased about it) even own up to playing with dolls. Girls enjoy playing outside and with trucks and science kits as much as boys do — at least, until they get the message that they shouldn't.

Not that the marketers designing T-shirts care. Compare these T-shirt offerings for boys — "Class President — Now Do What I Say," "Math Rules" and Natural-Born Competitor" — with the T-shirts in the same store for girls — "Not the Teacher's Pet," "Social Studies is My Best Subject" and "If the Shoe Fits Buy More." Kids of which gender are encouraged to become leaders here?

For me, the mother of a 10-month-old, the scariest aspect of this hard sell is how early it starts. Until the age of about six, the authors say, children cannot distinguish fully between fantasy and reality: "Imagine turning on the TV, flipping through a catalog, choosing a birthday card or shopping in a grocery store and believing that every slogan you hear, every image you see and every face that smiles back at you is absolutely real, good for you, trustworthy and true. This is your daughter's world."

Now consider that by the time kids are six they have seen tens if not hundreds of thousands of advertisements, and you can understand what's gotten me so scared. Trying to compete with these messages seems absolutely daunting.

But the authors say it's hard to make for parents to make their voices heard but not impossible. While the marketers have quantity on their side, parents have quality on theirs. Whether mothers think their daughters are listening or not, the strength of their relationship means that a parent's voice comes through with more power than any advertisement.

The first step is for parents is seeing the marketing schemes as they travel with their child through her day. The second is helping her see them, too. Once girls are taught to look critically at the messages they are given, they will be less likely to be pushed into the mold that marketers would like them to fit into.

Of course, sometimes girls might want to be pretty in pink, or pink and sassy, or even, as they grow up, hot pink and sexy. There's no harm in that, as long as they realize there's a whole rainbow of options out there for how they can define themselves. Encourage them to try all sorts of hues on for size.



Heidi Marttila-Losure is editor of Facets. She can be reached at 232-2161, Ext. 352, or hlosure@amestrib.com.



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